

We are a team of marketing and communications veterans with a rare combination of strategic creative thinking and financial technical know-how. We create messaging and design that resonate with your target audiences and win you business.

We are passionate about our work and our dedication to our clients. We see ourselves as a powerful marketing ally. A resource that you can rely on to free your people, free your capital, and free your time so that you can focus on your core business.

Headquartered in Chicago, we have been delivering seamless marketing solutions to the financial services industry since 1976. Our clients include premier investment management firms, national financial institutions, independent community banks, and well-known mutual fund families.

Our experienced team knows the financial services industry and can hit the ground running. Team members:

- » Average more than 15 years of financial services experience
- » Previously worked for large mutual fund companies, investment managers, or consultants
- » Held Series 6, 63, 26, and 7 licenses or served as certified financial planners or consultants



s2 can be your single source for totally integrated marketing services

#### What we do

- » Strategy & Architecture
  - Branding
  - Cross-platform integration
  - Customer insights
  - Communication audits
  - Marketing analytics
- » Engagement Campaigns
  - Advertising
  - Media planning & placement
  - Interactive content
  - Email marketing
  - Sales promotions
- » Digital & Social Platforms
  - Web & microsite development
  - Applications & utilities
  - Search
  - Online communities
- » Marketing Communications
  - CRM & direct marketing
  - Multichannel literature programs
  - Sales support materials
  - Value-add programs
  - Thought capital

#### Who we serve

- » Premier investment management firms
- » National financial institutions
- » Independent community banks
- » Prominent mutual fund families
- » Respected insurance companies
- » Progressive retirement plan sponsors
- » Cutting-edge advisory platforms

We deliver the right strategy, the right messages, and the right technology to take your products and services to market quickly and efficiently.

If you have a marketing project or challenge, want to develop a marketing or communications strategy, or need an extra pair of experienced hands, we'd love to talk to you. We're easy to find.

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